



BLUE RIDGE TRANSPORTATION SAFETY BOARD NEWS RELEASE

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Blue Ridge Transportation Safety Board Targets Red Light Running

Red Means Stop

Red light runners cause hundreds of deaths and well over 100,000 injuries each year across America. A study by the Insurance Institute for Highway Safety (IIHS) revealed that 39% of the crashes involving a driver running a red light resulted in injuries. It is easy to understand why when you consider the fact that side impact collisions are considered to be the most serious type of collision because there is far less protection offered on the side of vehicle as compared to the front or rear.

Interestingly, a 2014 national phone survey conducted by AAA revealed 94% of drivers answered it was unacceptable to run through a red light if it's possible to stop in time. However, 36% of those drivers also reported running a red light within the past 30 days. According to IIHS, red light runners are three times more likely to have multiple speeding convictions on their driver records.

"During my years as a traffic safety officer, I have seen firsthand the serious injuries and deaths associated with drivers running red lights," said Officer Rick Clark. "Intersection related crashes will only grow into more of a problem as more drivers chose to be connected to their friends through their cell phones instead of being connected with their driving."

The law enforcement agencies represented by the Blue Ridge Transportation Safety Board will be out in force on Friday, February 26th across the Roanoke Valley enforcing red light violations in problem areas. Our goal is not to write tickets but we certainly will in order to promote the message that red light running is a serious problem. "We typically see that it is the other driver, passenger, bicyclist, or pedestrian that is injured in these crashes, not the red light runner," said Officer Rick Clark. "We will have zero-tolerance on red light runners on February 26th, as we do each day of the year."

The Blue Ridge Transportation Safety Board (BRTSB) encourages everyone to get involved with promoting safe driving in our region. Post red light running prevention messages on your Facebook page, send an e-mail companywide reminding employees to stop on red, or include the message in a company or organizational newsletter. Encourage family, friends and coworkers to follow the simple motto 'Red Means Stop'. All motorists and other roadway users are counting on you.

For the past 25 years, the mission of the BRTSB has been to coordinate and promote traffic safety programs, projects, and educational initiatives while providing a professional network for guidance and support within the region. The BRTSB is composed of traffic safety advocates from both public and private sectors.